

SECTION A

PUBLIC PARTICIPATION

Avenues of Public Participation

From the very beginning, CAP staff and City management acknowledged that the success of the CAP initiative would heavily rely on the participation of the Central Area stakeholders. To ensure the maximum level of participation in every phase, staff embarked on providing as many opportunities for stakeholders to become involved in the CAP initiative as possible. These opportunities are listed below:

Community Leadership Committee

The success of the Community Area Plan ultimately depends upon substantial input from those who live and work within the area. A Community Leadership Committee is appointed to assist in facilitating the several public workshops that identify positive and negative perceptions of their area; develop a vision statement; develop community area-wide goals; and assist in formulating implementation strategies to attain these goals.

The primary role of this 25-member body was to assist City staff with logistics, research, and processing of the CAP. Staff forwarded over 187 applications to the City Commission for 25 positions on the CLC. The mayor and each of the four Commissioners made five appointments, with four of the appointees directly associated with the community area, i.e., property owner, business owner, employee, or resident. These members made up a cross-representation of the Central Area's population; some of them were neighborhood association presidents, long-time residents, or employees of special interest groups.

The role of the 25 CLC members is to:

- Serve as a link between the City and the Community;
- Represent the ideals of the Community; and
- Monitor the successful implementation of the Community's goals.

Community Forums and Community Workshops

Community Forum I

The City of Fort Lauderdale was proud to host the CAP Community Forum I on two separate occasions, Wednesday March 22, 2000 and Saturday March 25, 2000. At the onset of the CAP initiative, the City mailed out approximately 18,000 notices, individual notices to **every** property owner, business owner, resident, and key interest group.

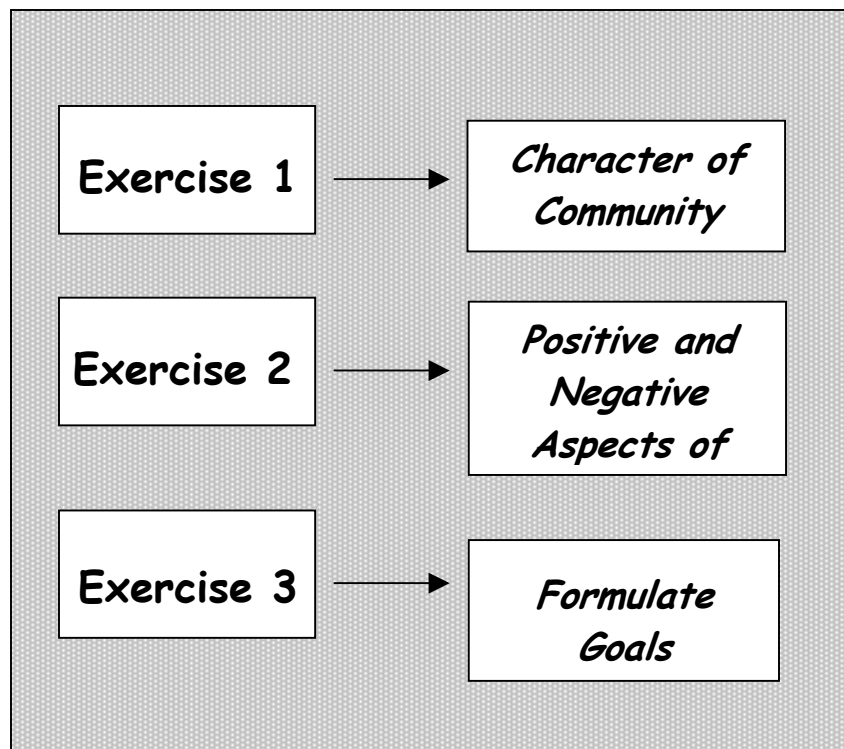
City Manager Floyd Johnson and staff from the Office of Community and Comprehensive Planning were on-hand to personally welcome each *charter member* to the exciting new initiative of pro-active community planning. At each Forum, an overview of the CAP initiative was presented, including the CAP concept, the key players involved, and the **Community Leadership Committee** recruiting process. Discussions focused on the importance of public participation and the anticipated outcomes of CAP. The Forums also gave *charter members* the opportunity to sign up for any one of the six Community Workshops that took place throughout the month of June.

Community Workshops

Through the month of June, planning staff held six Community Workshops at the Greater Fort Lauderdale Chamber of Commerce. At these workshops, attendees were randomly divided into small groups to express community issues and formulate goals.

The purpose of the Community Workshops was for the Community-at-Large to meet other members of the Community, gain familiarity with the issues within the Central Area, and formulate goals that seek to remedy these issues. Staff divided the attendees into groups of eight to twelve and led them through three goal-formulation exercises. The resulting goals provided a basis for the CLC and IWT to develop tangible implementation strategies. In addition, the participants gain a greater appreciation of their community's diversity.

- In Exercise One, staff provides a map of the Community Area for the participants to mark the location of their residence, place of business or employment, or note how they are linked to the Community Area.
- Exercise Two requires the attendees to note on a map what they perceive as the *positive and negative aspects* of the Community Area.
- In Exercise Three, the attendees use the map from Exercise Two to *formulate goals* for the Community Area.
- Finally, each participant develops a vision statement on how they want their community to look in the future.



Summary of Community Workshop Exercises

Staff facilitated the workshop discussion by leading each group through a number of exercises designed to encourage hands-on participation. More than 160 citizens attended the CAP and developed nearly 900 goals that attendees envision for the future of their community.

Six of the most recurring themes include:

1. Reducing Crime
2. Enhancing Code Enforcement
3. Encouraging Traffic Calming Techniques
4. Improving Public Safety / Police Presence
5. Improving Information Dissemination
6. Encouraging Development / Redevelopment

Together, the CLC and staff eliminated redundant goals and consolidated the list into 35 categories totaling 147 goals and objectives.

Community Forum II

At Community Forum II, the list of goals generated from the Community Workshops is presented to the Community-at-Large in an “open house” setting. Community Forum II was held on August 16, 2000 and had over 320 residents, property and business owners, employees and other individuals with an interest in the City's Central Area in attendance. Attendees were given the opportunity to review and discuss the 147 goals that were developed at the **Community Workshops** in June. Each participant was given ten dots to place on one or more of the goals that he or she believed were the most important for the City to address at this time.

Community Forum II attendees cast a total of 3,220 votes. Although each of the 147 goals was voted upon at least once, only 18 goals received a majority of all votes: 51%. These top 18 goals also received at least 50 votes or more. Based upon these statistics, planning staff together with the CLC determined that those top 18 goals should be forwarded for cost estimates and implementation strategies.

Community Forum III

Following Community Forum II, the CLC and IWT divided into task groups to study and develop implementation strategies, cost estimates, and benchmarking procedures for each of their assigned goals. They displayed these results at Community Forum III. On November 16, 2000, approximately 200 residents, property owners, businesses, employees and other individuals with an interest in the City's Central Area attended CAP Community Forum III.

At this forum, the each participant reviewed the 18 goals and ranked them according to the order that he or she felt the goals should be implemented. The prioritized list of goals are incorporated into this document and presented to the City Commission for review.

Publicity Efforts

In order to reach as many stakeholders as possible, staff embarked on an aggressive publicity campaign that involved extensive advertising through numerous mediums. The following publicity techniques were enlisted to notify all Central Area stakeholders of the CAP initiative and encourage their participation at each phase.

1. 18,000+ Invitations mailed to all Central Area addresses, encouraging attendance at Community Forum I, which included an application for CLC appointment.
2. Channel 38 – announcements informing community of all upcoming CAP meeting dates. Additionally, the first Community Workshop was broadcast on air.

3. Established CAP Hotline– number to call with up-to-the-minute information regarding upcoming CAP events.
4. Website – publicity via Internet regarding CAP history, participant information, contact information, and upcoming CAP events.
5. Newsletters
 - *Focus on Fort Lauderdale*
 - Downtown Development Authority (DDA) newsletter
 - *Eastward Ho!* newsletter
6. On-hold phone message – while on hold for any call into City offices, a brief informative message of upcoming CAP events is played.
7. Press Releases
 - Newspapers – Sun-Sentinel, The Herald, Broward Daily Business Review, South Florida Business Journal, Westside Gazette, Broward Times, Community News and Broward News.
8. Radio Public Service Announcements (PSA's)
 - Local stations – WIOD, Metro Networks, WJNO, WEDR, WHQT/WFLC, WINZ/WLVE/WZTA, WLRN, WAXY, WLYF, WMXJ
 - Creole stations – WPAW, Radio PEP, Radio Express, Radio Haiti, Radio Piman Bouc
9. Mailings
 - Initial Mailing for Community Forum I (900)
 - Special Interest Groups (206)
 - Workshop Attendees (168)
 - Charter Members (88)
 - Community Forum II Attendees (322)
 - Neighborhood Association Presidents (12)
10. Signage
 - Street banner at Mills Pond Park.
 - Police light sign at Mills Pond Park.
11. School Flyers –14,000+ tri-lingual (English, Spanish, Creole) flyers distributed to 13 elementary, middle, and high schools whose enrollment included Central Area households.
12. Neighborhood Association meetings.
13. Events – Presentations
 - Commission District 3 Visioning Session
 - Broward Christian Coalition
 - Fort Lauderdale Haitian Missionary Baptist Church

Neighborhood Association Encouragement

Through a generous contribution from Commissioner Carlton Moore, a reward of \$1000 was offered to the neighborhood association that had the most participation throughout the CAP process. CAP staff recorded meeting attendance at all CAP functions and provided the final tally to the Commissioner. The neighborhood association that had the most members participating was South Middle River Neighborhood Association with a total of 99 attendees (**Table A.1**).

In addition, the City Manager's Office in conjunction with the Neighborhood Capital Improvement Program (NCIP) has approved the use of credited hours of CAP participation for the required "sweat equity" required for NCIP projects.

TABLE A.1 - CAP Participation, Top Ten Associations.

Name	Number of Attendees	% of Total CAP Participants (approximate)
1. South Middle River	99	14.9 %
2. Dorsey Riverbend	82	12.4 %
3. Middle River Terrace	68	10.3 %
4. City View	66	10.0 %
5. Flagler Heights	28	4.2 %
6. Lake Ridge	22	3.3 %
6. Lauderdale Manors	22	3.3 %
8. Dillard	18	2.7 %
9. LakeAire Esquire and Palm View	16	2.4 %
9. Progresso / Flagler Heights	16	2.4 %
11. No Association Given	53	8.0 %
12. Other	173	26.1 %
TOTAL CAP PARTICIPANTS	663	100.0 %